




Plaza 5400
1748 STHY 173, Salt Lake City, UT, 84118
Drive Time: 3, 5 Minutes

Latitude: 40.65334
Longitude: -111.94107


	3 minutes	5 minutes
 2000 Total Population	12,882	62,161
2000 Group Quarters	29	189
2010 Total Population	13,622	64,640
2015 Total Population	14,328	67,570
2010 - 2015 Annual Rate	1.02%	0.89%
 2000 Households	4,328	19,561
2000 Average Household Size	2.97	3.17
2010 Households	4,689	20,851
2010 Average Household Size	2.9	3.09
2015 Households	4,972	21,952
2015 Average Household Size	2.88	3.07
2010 - 2015 Annual Rate	1.18%	1.03%
2000 Families	3,255	15,199
2000 Average Family Size	3.39	3.58
2010 Families	3,315	15,400
2010 Average Family Size	3.39	3.57
2015 Families	3,432	15,903
2015 Average Family Size	3.4	3.56
2010 - 2015 Annual Rate	0.7%	0.64%
 2000 Housing Units	4,492	20,228
Owner Occupied Housing Units	64.7%	71.2%
Renter Occupied Housing Units	31.8%	25.4%
Vacant Housing Units	3.5%	3.4%
2010 Housing Units	4,901	21,749
Owner Occupied Housing Units	62.4%	69.0%
Renter Occupied Housing Units	33.3%	26.8%
Vacant Housing Units	4.3%	4.1%
2015 Housing Units	5,209	22,949
Owner Occupied Housing Units	61.5%	68.7%
Renter Occupied Housing Units	33.9%	27.0%
Vacant Housing Units	4.5%	4.3%
Median Household Income		
2000	\$48,597	\$50,352
2010	\$62,986	\$64,082
2015	\$72,510	\$73,601
Median Home Value		
2000	\$142,869	\$141,397
2010	\$197,003	\$194,994
2015	\$230,929	\$229,108
Per Capita Income		
2000	\$18,599	\$18,554
2010	\$24,774	\$24,280
2015	\$29,162	\$28,375
Median Age		
2000	27.9	28.3
2010	30.5	30.9
2015	31.5	32.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 2000 Households by Income		
Household Income Base	4,323	19,559
< \$15,000	6.8%	7.0%
\$15,000 - \$24,999	8.0%	8.9%
\$25,000 - \$34,999	14.9%	12.6%
\$35,000 - \$49,999	21.8%	21.0%
\$50,000 - \$74,999	26.2%	26.3%
\$75,000 - \$99,999	12.4%	13.2%
\$100,000 - \$149,999	8.0%	8.6%
\$150,000 - \$199,999	0.9%	1.2%
\$200,000+	0.9%	1.1%
Average Household Income	\$55,987	\$58,277
2010 Households by Income		
Household Income Base	4,688	20,850
< \$15,000	4.1%	4.3%
\$15,000 - \$24,999	5.8%	5.5%
\$25,000 - \$34,999	6.2%	6.3%
\$35,000 - \$49,999	17.0%	15.9%
\$50,000 - \$74,999	28.2%	28.0%
\$75,000 - \$99,999	19.9%	19.9%
\$100,000 - \$149,999	13.8%	14.6%
\$150,000 - \$199,999	3.1%	3.4%
\$200,000+	1.7%	2.0%
Average Household Income	\$72,933	\$74,766
2015 Households by Income		
Household Income Base	4,972	21,952
< \$15,000	3.0%	3.2%
\$15,000 - \$24,999	4.2%	4.1%
\$25,000 - \$34,999	4.2%	4.4%
\$35,000 - \$49,999	10.0%	9.3%
\$50,000 - \$74,999	30.9%	30.3%
\$75,000 - \$99,999	18.1%	17.9%
\$100,000 - \$149,999	21.4%	21.9%
\$150,000 - \$199,999	5.4%	5.9%
\$200,000+	2.7%	2.9%
Average Household Income	\$85,102	\$86,718
2000 Owner Occupied HUs by Value		
Total	2,895	14,465
<\$50,000	1.1%	3.3%
\$50,000 - 99,999	9.6%	8.1%
\$100,000 - 149,999	46.8%	48.9%
\$150,000 - 199,999	33.7%	29.5%
\$200,000 - \$299,999	7.7%	8.7%
\$300,000 - 499,999	0.7%	1.3%
\$500,000 - 999,999	0.3%	0.2%
\$1,000,000+	0.0%	0.0%
Average Home Value	\$149,194	\$147,895
2000 Specified Renter Occupied HUs by Contract Rent		
Total	1,440	5,090
With Cash Rent	98.5%	97.8%
No Cash Rent	1.5%	2.2%
Median Rent	\$624	\$625
Average Rent	\$628	\$629

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age		
 Total	12,880	62,162
Age 0 - 4	8.1%	7.7%
Age 5 - 9	7.8%	8.1%
Age 10 - 14	8.0%	8.7%
Age 15 - 19	10.0%	10.5%
Age 20 - 24	11.4%	10.1%
Age 25 - 34	14.6%	13.9%
Age 35 - 44	14.3%	14.6%
Age 45 - 54	12.6%	13.5%
Age 55 - 64	7.4%	6.7%
Age 65 - 74	3.6%	3.8%
Age 75 - 84	1.7%	2.0%
Age 85+	0.5%	0.5%
Age 18+	70.4%	69.2%
2010 Population by Age		
Total	13,626	64,639
Age 0 - 4	8.3%	7.9%
Age 5 - 9	7.0%	7.6%
Age 10 - 14	6.6%	7.4%
Age 15 - 19	8.5%	8.7%
Age 20 - 24	9.8%	8.1%
Age 25 - 34	17.3%	17.2%
Age 35 - 44	12.4%	12.9%
Age 45 - 54	13.4%	13.5%
Age 55 - 64	8.8%	9.1%
Age 65 - 74	4.9%	4.4%
Age 75 - 84	2.3%	2.3%
Age 85+	0.7%	0.8%
Age 18+	73.4%	71.8%
2015 Population by Age		
Total	14,332	67,571
Age 0 - 4	8.3%	8.0%
Age 5 - 9	7.2%	7.7%
Age 10 - 14	7.0%	8.0%
Age 15 - 19	7.7%	8.2%
Age 20 - 24	9.4%	7.9%
Age 25 - 34	16.0%	15.0%
Age 35 - 44	14.2%	15.1%
Age 45 - 54	12.1%	12.3%
Age 55 - 64	9.3%	9.3%
Age 65 - 74	5.5%	5.4%
Age 75 - 84	2.6%	2.4%
Age 85+	0.8%	0.8%
Age 18+	73.2%	71.4%
2000 Population by Sex		
Males	50.2%	50.3%
Females	49.8%	49.7%
2010 Population by Sex		
Males	50.1%	50.4%
Females	49.9%	49.6%
2015 Population by Sex		
Males	50.0%	50.4%
Females	50.0%	49.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	3 minutes	5 minutes
 2000 Population by Race/Ethnicity		
Total	12,881	62,162
White Alone	86.2%	86.7%
Black Alone	0.9%	0.9%
American Indian Alone	0.7%	0.8%
Asian or Pacific Islander Alone	4.8%	4.2%
Some Other Race Alone	4.6%	4.9%
Two or More Races	2.8%	2.5%
Hispanic Origin	11.9%	11.4%
Diversity Index	41.2	40.0
2010 Population by Race/Ethnicity		
Total	13,623	64,640
White Alone	80.5%	81.3%
Black Alone	1.6%	1.5%
American Indian Alone	0.9%	1.0%
Asian or Pacific Islander Alone	5.9%	5.3%
Some Other Race Alone	7.3%	7.7%
Two or More Races	3.8%	3.3%
Hispanic Origin	18.9%	18.0%
Diversity Index	54.8	53.3
2015 Population by Race/Ethnicity		
Total	14,328	67,570
White Alone	78.6%	79.4%
Black Alone	1.8%	1.7%
American Indian Alone	0.9%	1.0%
Asian or Pacific Islander Alone	6.3%	5.7%
Some Other Race Alone	8.2%	8.6%
Two or More Races	4.2%	3.6%
Hispanic Origin	22.0%	21.0%
Diversity Index	59.3	57.7
 2000 Population 3+ by School Enrollment		
Total	12,221	59,058
Enrolled in Nursery/Preschool	1.9%	2.0%
Enrolled in Kindergarten	1.5%	1.5%
Enrolled in Grade 1-8	13.4%	13.8%
Enrolled in Grade 9-12	8.0%	8.9%
Enrolled in College	5.7%	5.9%
Enrolled in Grad/Prof School	0.9%	0.7%
Not Enrolled in School	68.5%	67.3%
2010 Population 25+ by Educational Attainment		
Total	8,149	38,954
Less than 9th Grade	3.2%	3.0%
9th - 12th Grade, No Diploma	6.6%	7.2%
High School Graduate	28.6%	29.6%
Some College, No Degree	26.8%	28.0%
Associate Degree	11.9%	10.6%
Bachelor's Degree	15.2%	15.4%
Graduate/Professional Degree	7.7%	6.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 2010 Population 15+ by Marital Status		
Total	10,645	49,803
Never Married	31.9%	29.8%
Married	52.0%	56.1%
Widowed	3.2%	3.1%
Divorced	12.9%	11.0%
 2000 Population 16+ by Employment Status		
Total	9,602	45,809
In Labor Force	76.4%	75.5%
Civilian Employed	73.7%	72.0%
Civilian Unemployed	2.6%	3.3%
In Armed Forces	0.1%	0.1%
Not in Labor Force	23.6%	24.5%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed	93.2%	92.1%
Civilian Unemployed	6.8%	7.9%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	94.4%	93.5%
Civilian Unemployed	5.6%	6.5%
2000 Females 16+ by Employment Status and Age of Children		
Total	4,873	23,123
Own Children < 6 Only	10.6%	9.7%
Employed/in Armed Forces	6.7%	6.2%
Unemployed	0.2%	0.3%
Not in Labor Force	3.7%	3.2%
Own Children < 6 and 6-17 Only	6.9%	8.1%
Employed/in Armed Forces	5.3%	5.2%
Unemployed	0.1%	0.2%
Not in Labor Force	1.4%	2.7%
Own Children 6-17 Only	19.2%	20.3%
Employed/in Armed Forces	14.9%	15.4%
Unemployed	0.1%	0.3%
Not in Labor Force	4.2%	4.7%
No Own Children < 18	63.3%	61.8%
Employed/in Armed Forces	42.7%	39.1%
Unemployed	1.6%	2.2%
Not in Labor Force	18.9%	20.6%
 2010 Employed Population 16+ by Industry		
Total	8,035	36,282
Agriculture/Mining	0.7%	0.6%
Construction	6.3%	7.6%
Manufacturing	8.9%	8.7%
Wholesale Trade	4.3%	3.9%
Retail Trade	10.9%	11.4%
Transportation/Utilities	6.5%	7.2%
Information	2.8%	2.9%
Finance/Insurance/Real Estate	8.4%	9.8%
Services	46.1%	42.3%
Public Administration	5.1%	5.5%

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2010 Employed Population 16+ by Occupation		
Total	8,034	36,280
White Collar	62.8%	63.9%
Management/Business/Financial	12.3%	12.2%
Professional	18.4%	18.3%
Sales	13.2%	12.9%
Administrative Support	18.9%	20.5%
Services	16.4%	14.4%
Blue Collar	20.8%	21.6%
Farming/Forestry/Fishing	0.1%	0.0%
Construction/Extraction	5.7%	6.3%
Installation/Maintenance/Repair	3.7%	3.9%
Production	5.5%	5.3%
Transportation/Material Moving	5.8%	6.1%
2000 Workers 16+ by Means of Transportation to Work		
 Total	6,999	32,580
Drove Alone - Car, Truck, or Van	79.8%	80.1%
Carpooled - Car, Truck, or Van	13.0%	12.8%
Public Transportation	2.4%	2.2%
Walked	0.7%	0.8%
Other Means	0.5%	0.7%
Worked at Home	3.6%	3.4%
2000 Workers 16+ by Travel Time to Work		
Total	7,001	32,579
Did Not Work at Home	96.4%	96.6%
Less than 5 minutes	1.3%	1.4%
5 to 9 minutes	7.5%	7.5%
10 to 19 minutes	37.4%	36.7%
20 to 24 minutes	21.6%	22.5%
25 to 34 minutes	18.2%	19.0%
35 to 44 minutes	3.1%	3.0%
45 to 59 minutes	3.4%	3.1%
60 to 89 minutes	2.3%	2.3%
90 or more minutes	1.5%	1.2%
Worked at Home	3.6%	3.4%
Average Travel Time to Work (in min)	22.1	21.8
2000 Households by Vehicles Available		
Total	4,337	19,564
None	3.5%	3.7%
1	27.2%	25.8%
2	43.6%	43.7%
3	17.2%	17.9%
4	7.2%	6.5%
5+	1.4%	2.3%
Average Number of Vehicles Available	2.0	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 2000 Households by Type		
Total	4,327	19,562
Family Households	75.2%	77.7%
Married-couple Family	58.1%	61.5%
With Related Children	32.5%	35.7%
Other Family (No Spouse)	17.1%	16.2%
With Related Children	11.6%	10.7%
Nonfamily Households	24.8%	22.3%
Householder Living Alone	17.6%	16.6%
Householder Not Living Alone	7.2%	5.7%
Households with Related Children	44.1%	46.4%
Households with Persons 65+	12.5%	14.0%
2000 Households by Size		
Total	4,328	19,561
1 Person Household	17.6%	16.6%
2 Person Household	30.0%	27.9%
3 Person Household	18.2%	17.9%
4 Person Household	16.7%	17.0%
5 Person Household	9.4%	10.6%
6 Person Household	4.7%	5.7%
7+ Person Household	3.5%	4.3%
2000 Households by Year Householder Moved In		
Total	4,339	19,564
Moved in 1999 to March 2000	26.0%	22.9%
Moved in 1995 to 1998	29.3%	25.8%
Moved in 1990 to 1994	15.6%	16.4%
Moved in 1980 to 1989	12.1%	15.9%
Moved in 1970 to 1979	9.8%	13.0%
Moved in 1969 or Earlier	7.1%	6.1%
Median Year Householder Moved In	1996	1995
 2000 Housing Units by Units in Structure		
Total	4,498	20,217
1, Detached	61.5%	67.8%
1, Attached	5.8%	5.3%
2	1.8%	1.7%
3 or 4	3.8%	3.5%
5 to 9	9.8%	6.3%
10 to 19	9.1%	5.9%
20+	7.6%	5.8%
Mobile Home	0.4%	3.6%
Other	0.2%	0.0%
2000 Housing Units by Year Structure Built		
Total	4,504	20,192
1999 to March 2000	1.2%	2.0%
1995 to 1998	10.5%	6.9%
1990 to 1994	10.1%	8.5%
1980 to 1989	32.3%	29.2%
1970 to 1979	25.9%	34.2%
1969 or Earlier	20.0%	19.2%
Median Year Structure Built	1981	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Top 3 Tapestry Segments		
1.	Aspiring Young Families	Sophisticated Squires
2.	Sophisticated Squires	Aspiring Young Families
3.	Cozy and Comfortable	Milk and Cookies



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$8,359,844	\$37,837,524
Average Spent	\$1,782.86	\$1,814.66
Spending Potential Index	74	76
Computers & Accessories: Total \$	\$1,109,540	\$5,040,348
Average Spent	\$236.63	\$241.73
Spending Potential Index	108	110
Education: Total \$	\$6,257,596	\$28,012,125
Average Spent	\$1,334.53	\$1,343.44
Spending Potential Index	109	110
Entertainment/Recreation: Total \$	\$16,025,930	\$73,216,733
Average Spent	\$3,417.77	\$3,511.43
Spending Potential Index	106	109
Food at Home: Total \$	\$21,781,104	\$98,463,390
Average Spent	\$4,645.15	\$4,722.24
Spending Potential Index	104	106
Food Away from Home: Total \$	\$16,111,950	\$73,076,962
Average Spent	\$3,436.12	\$3,504.72
Spending Potential Index	107	109
Health Care: Total \$	\$17,449,468	\$79,036,594
Average Spent	\$3,721.36	\$3,790.54
Spending Potential Index	100	102
HH Furnishings & Equipment: Total \$	\$8,916,973	\$40,834,440
Average Spent	\$1,901.68	\$1,958.39
Spending Potential Index	92	95
Investments: Total \$	\$7,619,388	\$34,410,458
Average Spent	\$1,624.95	\$1,650.30
Spending Potential Index	93	95
Retail Goods: Total \$	\$116,293,525	\$530,918,803
Average Spent	\$24,801.35	\$25,462.51
Spending Potential Index	100	102
Shelter: Total \$	\$79,426,192	\$361,509,779
Average Spent	\$16,938.83	\$17,337.77
Spending Potential Index	107	110
TV/Video/Audio: Total \$	\$6,092,036	\$27,604,284
Average Spent	\$1,299.22	\$1,323.88
Spending Potential Index	105	107
Travel: Total \$	\$9,332,683	\$42,668,479
Average Spent	\$1,990.34	\$2,046.35
Spending Potential Index	105	108
Vehicle Maintenance & Repairs: Total \$	\$4,633,431	\$21,138,581
Average Spent	\$988.15	\$1,013.79
Spending Potential Index	105	108

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.